



## FASHION HUB, ROSE ST

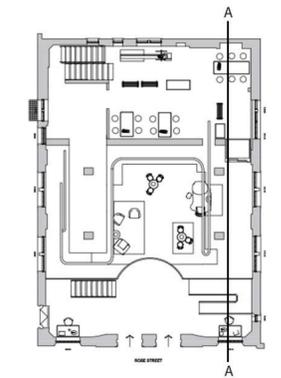
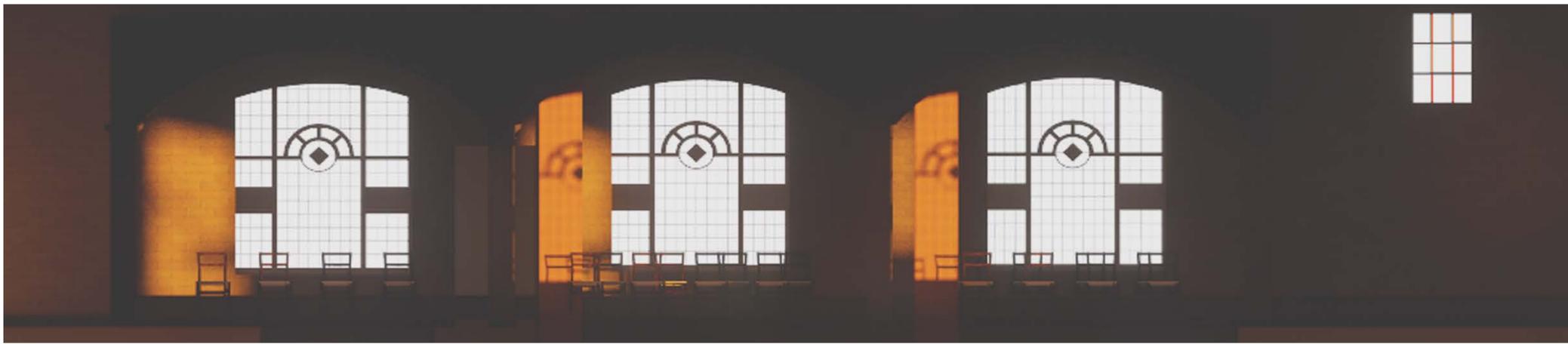
The Rose Street Fashion Hub emerges as a transformative endeavor poised to revitalize the Rose Street Theatre in Edinburgh, infusing it with a vibrant energy centered around fashion innovation and sustainability. Functioning as a dynamic space catering to fashion enthusiasts and students alike, it champions upcycling initiatives as a cornerstone of its mission. At its core, the hub is a catalyst for creativity, collaboration, and community engagement within the ever-evolving realm of fashion. It boasts dedicated studio spaces equipped with workstations, fostering an environment ripe for collaborative creation and clothing upcycling. Complementing these studios is a fully-equipped photography studio, encouraging interdisciplinary collaboration among fashion designers, photographers, and stylists. A curated retail space within the hub showcases and sells upcycled and sustainable fashion items, providing a platform for local designers and upcyclers to shine.

Furthermore, a designated showcase area hosts fashion shows, exhibitions, and events, serving as a stage for designers to present their work and inspire sustainable fashion practices. An installation within the hub serves as a poignant reminder of the environmental impact of the fashion industry, highlighting the potential for upcycling to mitigate waste. Ultimately, the Rose Street Fashion Hub is a beacon of community, education, and sustainability, poised to redefine standards and foster positive change in the heart of Edinburgh.



Rose St Theatre, Edinburgh





Section AA 1:500

In the initial stages of my design process, I envisioned a space that seamlessly blended openness with structured elements, evoking a dollhouse-like quality. From the outset, I aimed to incorporate a feature that would highlight the beauty of repurposed materials, ultimately settling on a conveyor system. This choice was driven by its ability to serve a dual purpose: guiding visitors through the space while also creating a captivating focal point. The conveyor not only adds a dynamic element to the design but also facilitates movement, ensuring that the space is both visually striking and functionally efficient. Just as the aim of the building is to upcycle old materials, I chose this historic building to infuse it with new life and purpose. By blending the old with the new, I am creating a space that honors its past while embracing a vibrant future.

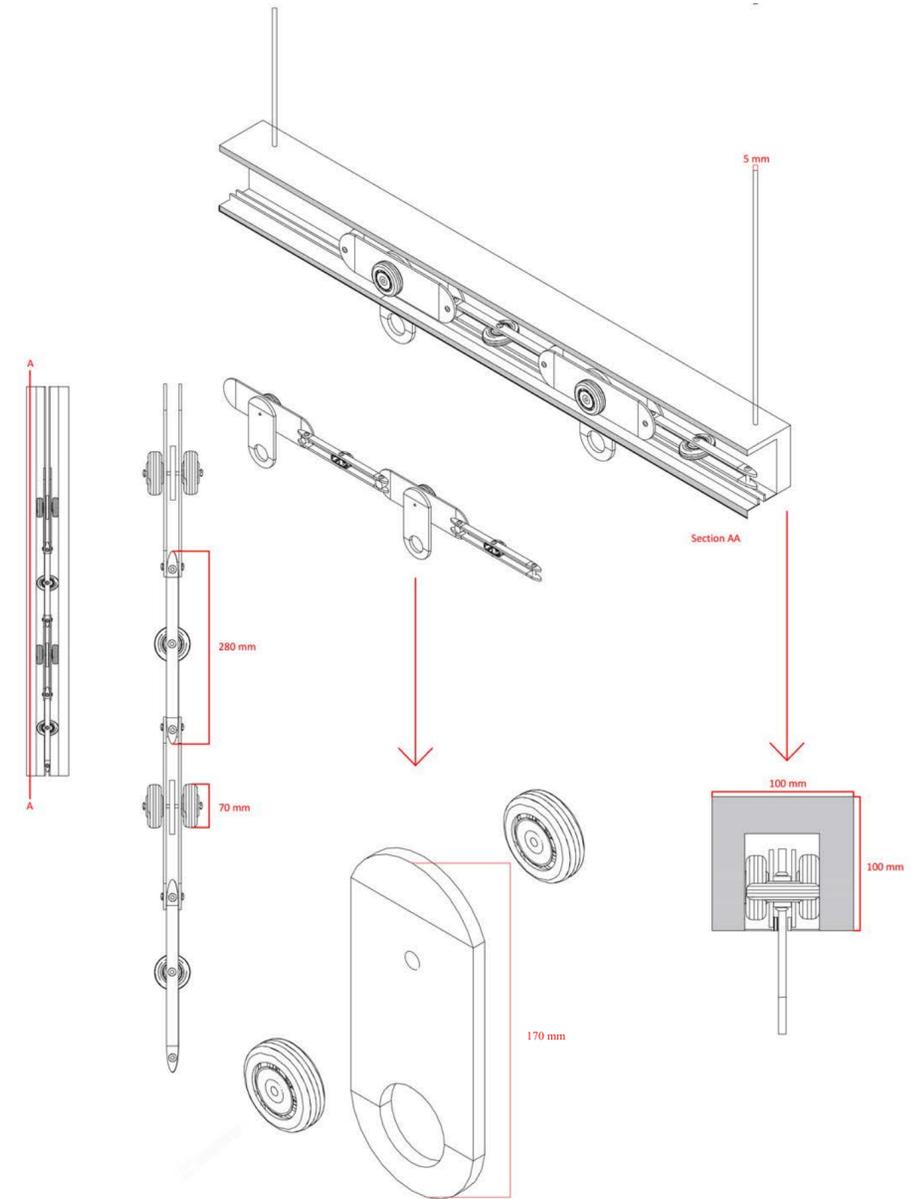
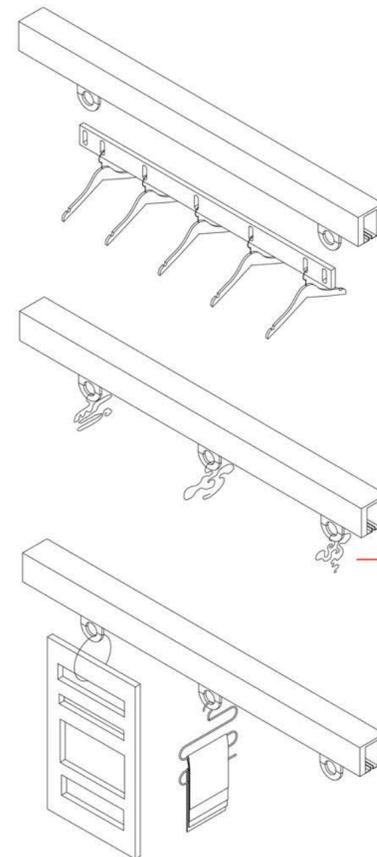


Perspective Section AA 1:100

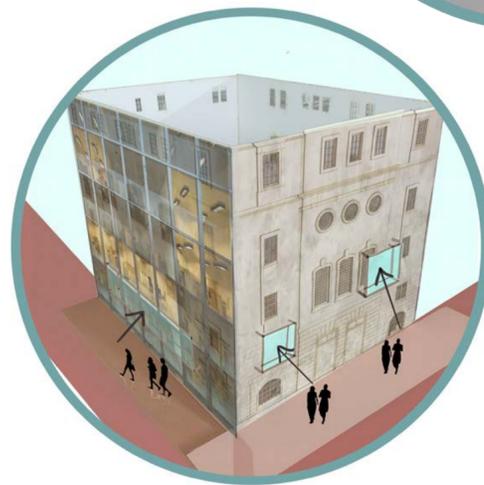


### CONVAYOR BELT

- These systems are comprised of a bi-planar chain powered by a drive unit and running in an enclosed steel rectangular track.
- Enclosed track system to give a cleaner look and is more effective for conveyors that require bend in their path.
- Power controlled motor to control speed and so the clothes and material are constantly on loop.
- The hangers are made out of stainless steel wire and also cork boards are used to group pieces together.
- Wire can be bent into fun shapes to hold material



### HANGER DESIGN



Upon entering, visitors are greeted by a open space area that evolves into a retail space, a photography zone, studio space, encouraging fashion enthusiasts to capture and share their experiences. A central feature of the space is a conveyor belt that serves both as a symbolic reminder of material waste in the fashion industry and as a showcase of upcycling possibilities.

Starting in the retail area, the conveyor belt guides visitors through the space, where hands-on activities and collaborative creativity highlight sustainable practices. Along its loop, it displays illustrate upcycling techniques, emphasizing the potential for transforming waste into new garments. It ends in the workshop space but is constantly in a cycle.



Scan for 360 a view!



Workshop space

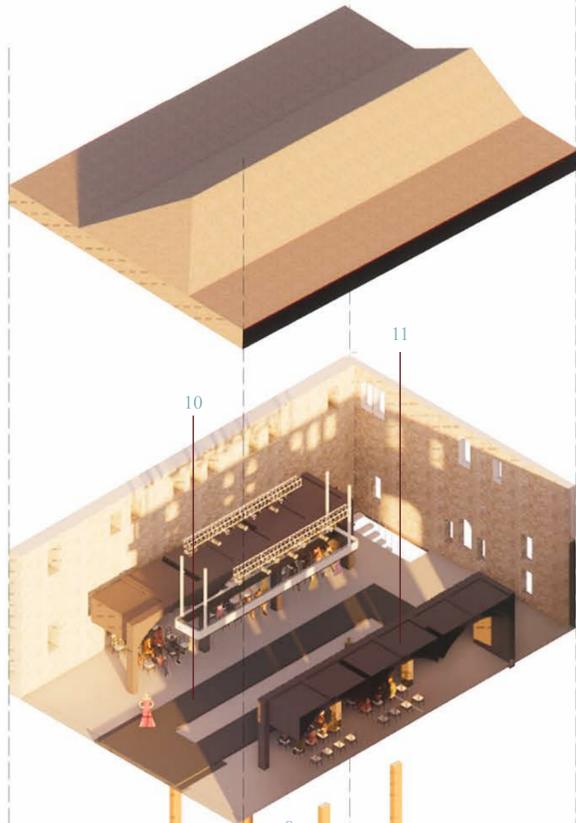


Retail space



Exhibition space

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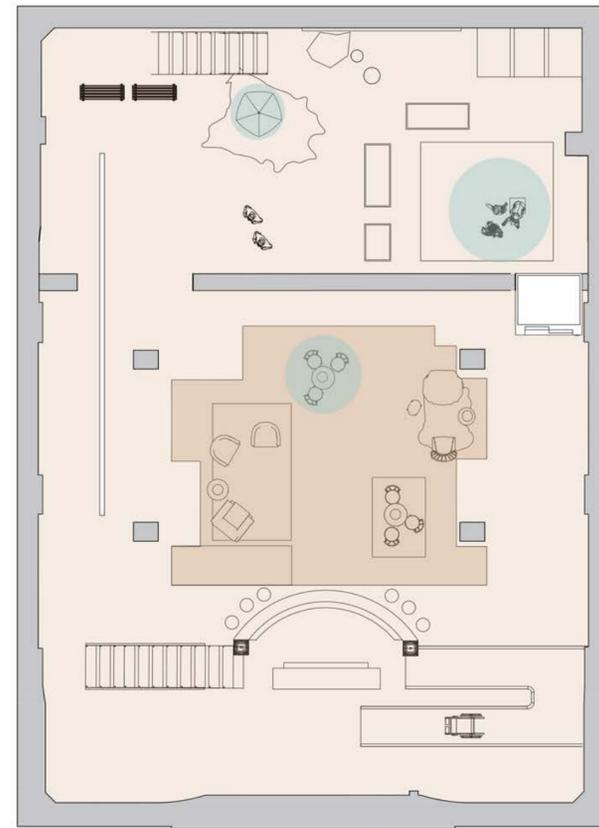


- 10 Exhibition catwalk
- 11 Exhibition seating

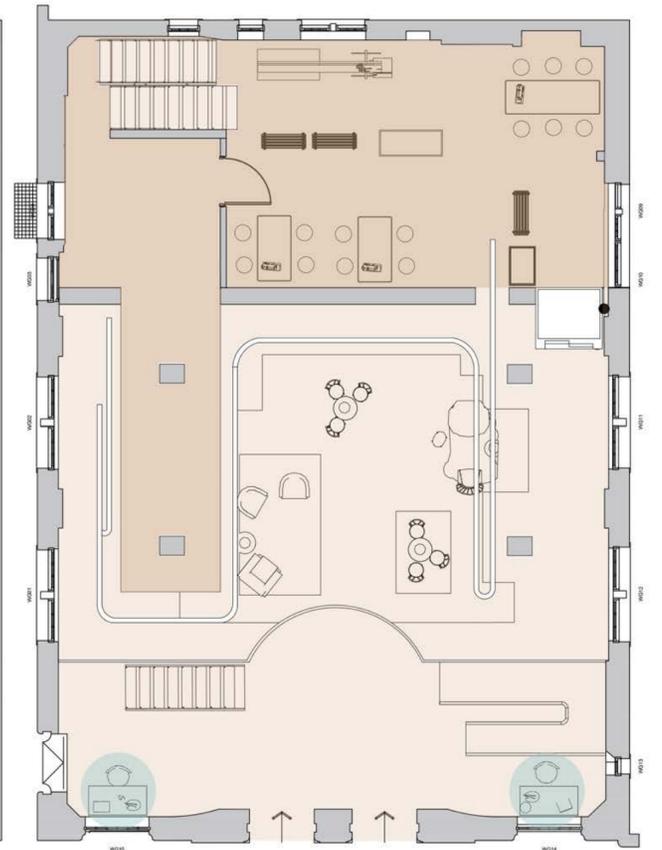
- 6 User lounge space
- 7 Photography
- 8 User toilets
- 9 Public toilets

- 3 Entrance
- 4 Smaller showcase area
- 5 Workshop studio

- 1 Public bar
- 2 Retail shop



Basement floor 1:100

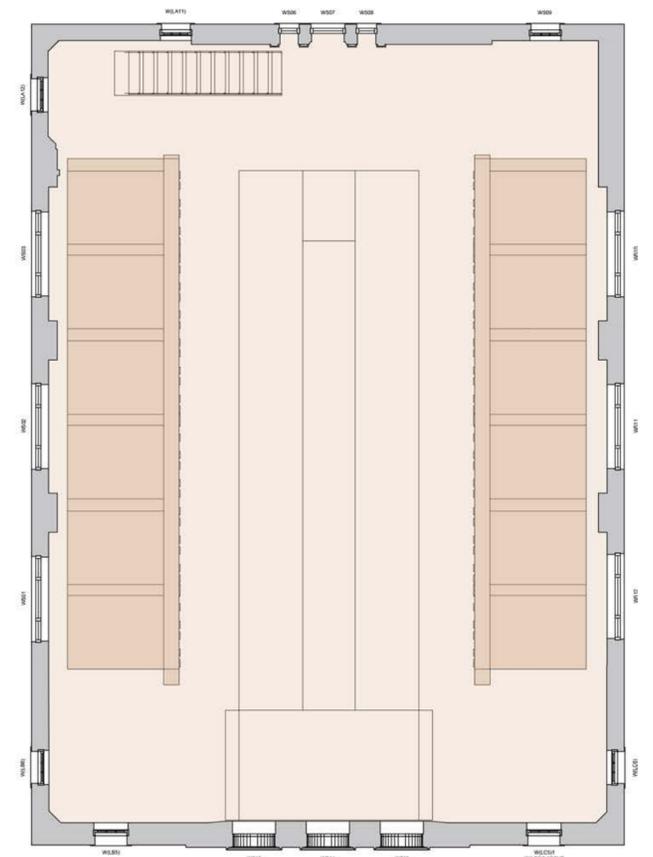


Ground floor 1:100

ROSE STREET



First floor 1:100



Second floor 1:100